

**From:** [Rena Leddy](#)  
**To:** [Ari Simon](#); [Nate Hayward](#)  
**Cc:** ["Book My Lot"](#)  
**Subject:** FW: Mobile Food Vendor Program in Fashion District  
**Date:** Tuesday, February 14, 2017 4:48:00 PM

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Hi Ari,

Below is the email from the City department working with us. I've copied Patrick of Book My Lot in case you have any questions.

If you could help with expediting the process that would be helpful!

Thanks!

Rena

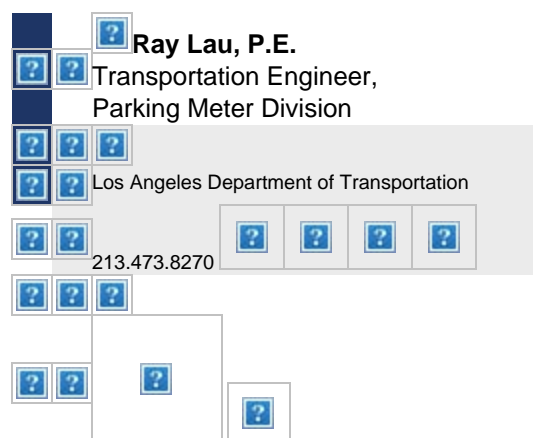
**From:** Ray Lau [mailto:[ray.lau@lacity.org](mailto:ray.lau@lacity.org)]  
**Sent:** Monday, February 06, 2017 4:32 PM  
**To:** Patrick @ BookMyLot <[patrick@bookmylot.com](mailto:patrick@bookmylot.com)>; Justin Kim <[justin.m.kim@lacity.org](mailto:justin.m.kim@lacity.org)>  
**Cc:** Sam Woo <[sam.woo@lacity.org](mailto:sam.woo@lacity.org)>; Rena Leddy <[rena@fashiondistrict.org](mailto:rena@fashiondistrict.org)>; Michael Dinh <[michael.dinh@lacity.org](mailto:michael.dinh@lacity.org)>  
**Subject:** Re: Mobile Food Vendor Program in Fashion District

Hello Patrick,

Allow me to introduce you to Mr. Justin Kim, who has been assigned to calculate cost estimate for this pilot project, with guidance from Michael Dinh, whom you know from the Wilshire project. I had explained to Justin that the pilot called for six meter spaces on east and six on west side of Santee St from 9th St to Pico Bl. And the same thing on Maple Ave (the yellow highlight on the map). And posting of No Oversize Vehicle signage along all the contiguous cross streets to Santee St and to Maple Ave (the blue highlight on the map). Please confirm this with him. He may have additional questions for you if you don't mind. Thank you.

Justin,

Please provide the costs of this project at your earliest. And please let me / Michael know should you have any questions. Thx.



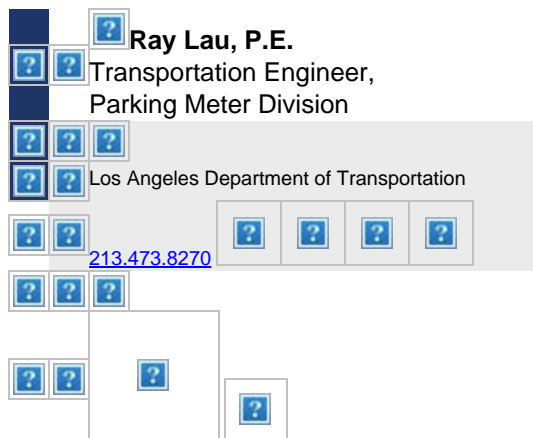
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On Fri, Feb 3, 2017 at 6:56 PM, Ray Lau <[ray.lau@lacity.org](mailto:ray.lau@lacity.org)> wrote:

MD,

I had this mtg with the two gentlemen from BookMyLot and Fashion Dist BID staffs on 1/19/17. We are going to provide cost estimate for signage, markings, and MUF, similar to what they did on Wilshire Bl near the La Brea Tar Pit / Museum. Though this is in Sam's area, I am asking you to provide guidance to Justin on this coming Monday 2/6/17 since you experience with them on Wilshire Bl. I have the map of the area they are interested in. Let's get together Monday to discuss. Thanks.



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----- Forwarded message -----

From: **Rena Leddy** <[rena@fashiondistrict.org](mailto:rena@fashiondistrict.org)>

Date: Wed, Nov 30, 2016 at 2:37 PM

Subject: RE: Mobile Food Vendor Program in Fashion District

To: "Patrick @ BookMyLot" <[patrick@bookmylot.com](mailto:patrick@bookmylot.com)>, Ray Lau <[ray.lau@lacity.org](mailto:ray.lau@lacity.org)>, "[mehrdad.moshksar@lacity.org](mailto:mehrdad.moshksar@lacity.org)" <[mehrdad.moshksar@lacity.org](mailto:mehrdad.moshksar@lacity.org)>

Cc: David Rivera <[david.rivera@lacity.org](mailto:david.rivera@lacity.org)>, Matthew Geller <[matt@socalmfva.com](mailto:matt@socalmfva.com)>, Zaki Mustafa <[zaki.mustafa@lacity.org](mailto:zaki.mustafa@lacity.org)>, Brian Gallagher <[brian.gallagher@lacity.org](mailto:brian.gallagher@lacity.org)>

Hi Ray and Mehrdad,

I hope you had a nice Thanksgiving weekend. Patrick is ready to discuss the signage layout for the Santee Alley area food truck project. We'd like to set up a meeting you both before the holidays.

Please let me know if December 6<sup>th</sup>, 8<sup>th</sup> or 9<sup>th</sup> in the early afternoon work.

Let me know what works.

Thank you,

Rena

**From:** Patrick @ BookMyLot [mailto:[patrick@bookmylot.com](mailto:patrick@bookmylot.com)]

**Sent:** Monday, November 21, 2016 1:10 PM

**To:** Brian Gallagher <[brian.gallagher@lacity.org](mailto:brian.gallagher@lacity.org)>

**Cc:** Rena Leddy <[rena@fashiondistrict.org](mailto:rena@fashiondistrict.org)>; David Rivera <[david.rivera@lacity.org](mailto:david.rivera@lacity.org)>; Matthew Geller <[matt@socalmfva.com](mailto:matt@socalmfva.com)>; Martin Schlageter <[martin.schlageter@lacity.org](mailto:martin.schlageter@lacity.org)>; Ari Simon <[ari.simon@lacity.org](mailto:ari.simon@lacity.org)>; Jasmine Ramos <[jasmine@fashiondistrict.org](mailto:jasmine@fashiondistrict.org)>; Zaki Mustafa <[zaki.mustafa@lacity.org](mailto:zaki.mustafa@lacity.org)>; Ray Lau <[ray.lau@lacity.org](mailto:ray.lau@lacity.org)>

**Subject:** Re: Mobile Food Vendor Program in Fashion District

Thank you for the recommendations Brian!

Ray, are you and Mehrdad available to meet on location to discuss the signage layout for the Santee Alley Food Truck project? My company is working with the BID to draft up a preliminary cost analysis and proposal and we'll need your assistance to get an estimate for signage in order to move forward.

I am available any day after 12pm this week & next (excluding the holiday of course).

Just let me know your thoughts,

Thanks!

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Patrick Lennon | **Book My Lot, LLC**

<http://www.bookmylot.com> | p.[323.813.5687](tel:323.813.5687) | [patrick@bookmylot.com](mailto:patrick@bookmylot.com)

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On Tue, Nov 1, 2016 at 4:12 PM, Brian Gallagher <[brian.gallagher@lacity.org](mailto:brian.gallagher@lacity.org)> wrote:

Roy:

Since this is in your area, I need for you or Mehrdad to take the lead on it. I will be very happy to help you on the first one, as technical advisor. Since it is in a parking meter zone, Ray Lau will have to be involved too, since a Meter Usage Fee is involved.

**Brian Gallagher**

Senior Transportation EngineerValley District  
Operations Division

Los Angeles Department of Transportation

[818-374-4688](tel:818-374-4688)

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On Thu, Oct 27, 2016 at 3:13 PM, Rena Leddy <[rena@fashiondistrict.org](mailto:rena@fashiondistrict.org)> wrote:

Hi Brian,

Patrick Lennon and Matthew Geller suggested that I email you. We are working with them to implement a special Mobile Food Vendor district similar to the one in Granada Hills and 5900 Wilshire Blvd. We have the consent of CD14 and the surrounding stakeholders. The area would be approximately, Santee Street and Maple Street from Olympic to Pico (finalized area to be determined).

We need your expertise to move forward. Do you have time to meet with Matt, Patrick

and our Food Vending Committee in the next couple of weeks to go over the parking plans and layout of the proposed area?

Let me know what might work for you.

Rena

**Rena Masten Leddy**, Executive Director  
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[www.fashiondistrict.org](http://www.fashiondistrict.org)